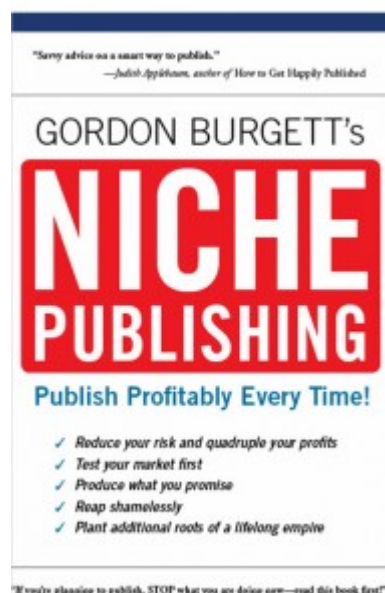


# How and why you should niche publish your book!



The rationale and process are explained in the **21 free blogs** listed below. All are found at this site.

The first six blogs explain what “niche publishing” is and why every publisher (and every expert of any stripe) should be running to get in line before the others catch on!

So you can quickly pick the information that you most want to know about “niche publishing,” here is a concise **summary of its benefits.**

**If you “niche publish” rather than publish “the regular way” you could...**

- \* **earn far more money, much faster**, with nary a nick of risk!
- \* you'll **never have to compete with big-house publishers**,
- \* you'll **never have to sell through bookstores**, and
- \* from the topic you select **you could create your own very profitable, life-long empire—with YOU the empress or emperor.** By expanding your sphere of buyers, the benefits of your book and message will continue to multiply your appeal, which will continue to bring you more money even faster—

**“Niche publishing” (and “niche marketing”) aren’t magic. But they bring two huge benefits that standard publishers can’t provide.**

**The first is pre-testability.** That means that before you write or print a page of your book, you can pre-test it to see (1) if that book will sell enough copies (that is, the rough number of copies that will be bought and by whom), (2) if the title works, and (3) if you chose the right problem to solve or needs to be met, the right benefit(s) to promise, a persuasive table of contents, and the right author. If the test results yell “GO!”—go. If not, retest until you get the right pre-test response. Or write another book, then build your empire around that book. (The cost of the test? \$500-600? Under \$1,000. If you as a niche publisher using the self-publishing process expect to receive \$100,000 gross from your book sale; \$50,000 net; and the test may cost 1-2% of returns. If the test is no-go, that’s a 2% risk. Take that bet every time!)

**The second benefit** is that your **niche book can be the core product of an empire** that can triple your book income every year, and multiply that again from spin-off or related books, MP3s, videos, seminars, speeches, reports, consulting, and classes that you can offer or sponsor to your eager book buyers and their colleagues. Why? Because **your book, targeted specifically to those buyers, proves that you’re an expert in their field, that you and your guidance can solve their problems and fix their frustrations.** Why wouldn’t they rush to buy more good stuff from you in book #2 or through a dozen other empire-linked ways once you have proven that what you say or show works as promised?

**So that’s where two elements linked to this blog play key roles.**

In 2008 I published a book called *Niche Publishing: Publish Profitably Every Time*. See [www.nichepublishing.org](http://www.nichepublishing.org) for full details and the book's table of contents. That book has sold out in four different renditions, and the paperback issue is still unavailable (unless Amazon is selling old copies of it and keeping the royalties.)

Eureka! **The original, last version is still alive in digital format.** It's available for \$7. We offer it, instantly downloadable, at [www.gordonburgett.com.order3.htm](http://www.gordonburgett.com.order3.htm).

I've offered 100+ four-hour seminars about niche publishing and have had the opportunity to hear every question, challenge, and suggestion about the process. I still remain convinced that, done as suggested, it is still the best process (with the least risk, if any) and the fastest and safest way for self-publishers to enter the field and reap the rewards.

Alas, while there are many "empires," as I call them, prospering today, it's more difficult to tie them directly to the emergence of one book and one gutsy, hard-working emperor or empress drawing their buyers to the empirical central theme.

What I see more often is a speaker emerging from a topic field with a new idea or process and a following drawn from attendees at their seminars, keynote speeches, or breakout sessions. Somewhat less obvious is the leader's book that serves as the central focus of the unique message the "leader" comes to represent. But what stays as the binding tool as that "empire" takes form is the book, and spin-offs from it, that continue to give substance and breadth to the person and their idea. The point: **empires are usually built from a book's foundation.**

Final points.

If niche publishing seems to fit your path of development, the

one element least discussed but most needed is likely shared as much by you as it was by me: we can build our niche empires faster, better, and surer if we take the time to **create a solid strategy for growth**. Then focus on one message, like the big tree, from which our modest forests will eventually grow. **Make oneself “the” core of something that others in our orb need for their own development**. Write “the” book that your colleagues must master to create (or at least establish) their own excellence. Focus there, spread your process and message until its name and your become synonymous. (The topic of self-publishing is synonymous with the name Dan Poynter. That began with his book *The Self-Publishing Manual*.)

**That’s where the remaining 21 blogs fit in.** They answer the questions a “niche publisher” must ask. They are trees in our forest. Combine them with *Niche Publishing: Publish Profitably Every Time!*

**Where are those other 15 “magic” blogs?**

Go to [blog.gordonburgett.com](http://blog.gordonburgett.com) (if you’re not reading this blog at that site) and all 21 blogs are there waiting for you! When a blog opens up, go to the **search box in its upper right corner**. Then select and type some key words from a selected blog title, open it with your mouse, and that chosen blog will rather miraculously appear. Hiding the same way is where you’ll also find the 20 more niche-related blogs.

Even if you just type “niche,” about 10 assorted niche-related blogs will appear, and if the sought blog isn’t there, continue downward to the end of that blog chain to where it says “older” or “newer,” and in the subsequent lists of “niche” blogs you will find what you are seeking...

**Here are the titles of the 21 blogs** that help explain “niche publishing”:

## **Niche Authors and Publishers:**

- \* Make a bundle almost risk-free by publishing niche books.
- \* Why niche publishing is a much better deal...
- \* Ten advantages to niche publishing.
- \* How niche authors and niche publishers share the gold.
- \* Niche books are very profitable. How are their authors chosen?
- \* Why you may not want to niche publish.

## **The Niche Blog Bundle:**

- #1. What's so good about niche publishing?
- #2. The goals and assumptions of pre-test publishing.
- #3. How do you define (or find) a profitable niche for your book?
- #5. Are you a niche writer, a niche publisher, or both?
- #6. How much should you charge for your book?
- #7. How much does it cost to pre-test your niche book?
- #8. Get a free mailing list for your niche book pre-test.
- #9. Two sample notes to pre-test a niche book.
- #10. A sample flyer like those used in niche book pre-testing.
- #11. A postcard to know your niche pre-test book results!
- #12. It's time to actually test your niche book!

## **More about Niche Pre-Testing:**

- \* 25 key steps about pre-testing your niche book.

## **Niche Speaking:**

- \* Niche Speaking: Cash in with fewer (but more devoted) listeners.

## **Niche Book Marketing:**

- \* 101 niche marketing topics.
- \* Can we sell two new books by using 12,200 jumbo postcards?

(Incidentally, there are **400+ writing-, speaking-, and**

**publishing-related blogs** also lurking on this page quietly awaiting your visitation!)

That's it. Best wishes to you with your "niche publishing." I do **consult** in this area so if I can be of assistance, please contact me at [glburgett@aol.com](mailto:glburgett@aol.com).

Best wishes,

Gordon Burgett

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## What do I do special as a writing coach?

I just woke up to a question/discussion on LinkedIn's Promocave:

Carrie Golden, Citizen Journalist/Poetry Consultant to filmmakers at Motionpoems, Inc., asked:

*Writing coach...*

*Not sure if this group [Promocave] is the right place to post this question but...what exactly does a writing coach do to help writers?*

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I wear two hats (on one head): (1) "**court-of-last-resort**" **editor**, providing a last-chance no-nonsense review of what the writer is about to submit (the final final draft) for book publication and (2) a **first-step writing coach** (before much writing). So here was my contribution to the discussion that defines my view of what different do I offer as a writing coach—and why.

*[As a writing coach] I think of myself as a nonfiction “what” coach. I prod the souls [rather deeply] through six or so what’s (?), then the “how’s” make sense (and cents). I’m there if they need me later, more as an action guide and (sometimes) a silent co-planner of their future empire.*

**Here’s a longer explanation of (2)**, if you are interested and it helps you (*sans me*) do your own early nonfiction book planning, writing, and publishing.

There’s not much mystery about the steps a nonfiction writer can and usually takes to prep and submit a book for publication. See a hundred books in libraries worldwide that address that, and I have two books that address it too: [How to Get Your Book Published in Minutes and Marketed Worldwide in Days](#) and [How to Pick the Right Kind of Publisher](#).

What distresses me most is the number of smart, organized, diligent would-be book writers who wander about, with perfectly good words and spelling, looking for something to say and, mostly, a reason to say it. Bewildered souls with hundreds of pages (at least it reads that way) of “what’s that?” copy that has no clear (or any) purpose (or buyers) presented in sweet-reading, grammatically correct prose. Their command of English is strong. (It’s worse if it’s not.) What’s missing is their grasp of elementary common sense about what a book must do to become a book...

The saddest thing is how easily that could have been prevented if they hadn’t been in such a damn hurry to see themselves and their brilliance in print (everywhere), with assumedly a fat advance almost in hand and many years of fatter royalties following assuredly behind.

**About six questions** will create the structure and map, plus point the writer to the most likely reader, why they would read it, what they would do with it, and how they just saved

themselves about 75% in misdirected (or undirected) research, “what’s that?” writing, and the one thing they can’t get back, wasted time. Of course each question leads to deeper, related sub-questions which, in turn, lead to a dozen related books written (or waiting for you to write) that, combined with speaking, consulting, focus book series, perhaps audiobooks, and so on, can rather quickly create an empire based on their acquired expertise (which began with book one and is further proven and strengthened in subsequent products.)

So I guess that really makes me a **pre-writing and empire-building coach** (if being an emperor or empress is your thing).

That’s the longer overview of what my kind of writing coach does. (Most of the others start when the writing itself appears. Bless them.)

Best wishes,

Gordon Burgett

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## [Writers: How to Write in Financial Comfort Even in Old Age!](#)

There are ways to do what the title says—and about 1000 other ways that guarantee writing penury, most about as lucrative as begging for or selling writing pencils on the street! I’ll not foul this blog by describing how you can find cliché distress or dangling destitution—poverty you can find on your own. Or it will find you, particularly if you’re lazy or wreyete horribly!



For the rest of you wordsmiths overflowing with words, wit, proper punctuation, vivid imaginations, and computers that spell well, here's what an old writer thinks are the most likely paths to help you at least end up paying your own bills—and comfortably at ease between now and then.

We can **eliminate some kinds of writing** at the outset, like **essays** and **poetry**. Verse may be the showcase of a mastermind, but 99%+ of the poets, bless them, even when in rhyme don't have a dime.

Let's focus on the **four paths** that make the most cents.

**Geniuses** could secure comfort if they could express their wizardry in lucid, sought prose, then link themselves to vendors who could harness, package, and sell their brilliance. (So much for geniuses.)

A harder path would be from the bottom up, **from stringer to city editor to editor-of-editors**. Theirs might be the bobbing path of nervous comfort while publishing mastheads sink into the sea. Editing excellence may have to be mixed with the deft art of vessel leaping, derring-do in life preservers, afloat, preserving words and news while awaiting the calm. Still, in business and government there may be a million jobs that have a writing core. They pay well and keep the faithful comfortable during retirement. Some of the greatest writers had their day jobs there, and bloomed into fame from the product of their nighttime/weekend passions.

**Fiction writers** have the privilege of inventing comfort when needed, of living where their imagination takes them to find solace. But to have enough coin to eat and stay warm as needed requires that they cook up a tasty singular plotstew of people, purpose, and place that readers want, then keep that blend boiling until their culinary/literary fame makes them well rewarded. For most this is surely the hardest way to spend a life fed solely by writing.

The fourth path is obvious but its luster is so unseen by the everyday public that most miss its truly gilded glow. These are the folks who **write for close-knit bonds of workers**. They define their niches—surveyors, goat breeders, school principals—and write books or create how-to guides or give workshops transformed into BOR tomes about what every member of the group needs to know to do what they do better. Most also speak professionally about what they write. And if their primary field folds or changes form they reform their knowledge to match the new configuration, get the groups' email addresses and sell their solutions to their associations and their members. They have ready-made followers eager for every applicable word that they write or speak. When they write articles, they know specifically who will read them and what they need or want to read. Their blogs are avidly awaited, they use social media to enhance their expertise, and as they get known and grow older their demand grows proportionately. They're probably too busy to be too comfortable in their prime years, but they could have a self-generating empire that would keep them very comfortable as they age. The downside? Who knows they exist (comfortably or at all) and who reads their chosen words, other than the tight circle of their followers.

That's it. Musing about how those fed by the flames of imagination and word-molding are most likely to be able to be comfortably closer to their preferred mode of creation longer and freer from debilitating or impoverishing distractions.

Best wishes,

Gordon Burgett

P.S. I write books and speak their messages, mostly. Some are published by others, while I also publish niche books, all of which I edit but are written by others. Here is a [list](#) of those books that are currently available. (Oh yes, I'm also old.)

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# Promoting Your Own Seminar: Planning and Implementation

To promote your seminar other people must know about it. Making them aware of its existence can cost you more than all of your other costs combined. So success with self-promoted seminars is directly related to how you inform potential participants, its cost, and the sign-ups resulting from that information.

Some things help before you blow the first bugle.

If you are well known, participants may come simply to see and hear you. So **one tool is to make yourself better known**—and worth hearing. *[I talk about this in depth in the more than 20 blogs about seminars stored at this site. Just write “seminars” (no quotes) in the search box in the upper right of the first page of this blog and most of them will appear, sometimes chronologically!].*

**If the title of your seminar sparks instant interest**, you might be able to thrive with a minimum of planned publicity, counting on word-of-mouth (and usually greed) to draw an audience. If you plan to show how to turn kitchen spoons into gold, for example, you could probably speak at the dump at 2 a.m. and charge \$100 a head and make more money than you could count. Show a few opportunists a “before” spoon and an “after” gilded creation, tell each to bring a friend who can bring a friend, and so on—you get the point. And bring several dozen spoons each! Two things are at play here: the title (or topic) and your credibility. The latter can be greatly enhanced by hordes of listeners going home with golden spoons.

A third element is crucial: **audience identity**. You must know

to a type and age the kind of people who will benefit most from hearing you speak. Who needs to know what you will say, why, and what benefits can they expect from it? You must also have a feeling for how badly they need your message, or think they need it. And you must sense how much they will pay to attend the seminar.

Assuming that you have worked and worked at developing a clear, enticing title followed by an exciting, **reward-promising description**, and that you have identified who will attend and why, what remains is simple: **getting as many through the door for as little expense as possible.**

So first you should concentrate on the **information dissemination items that are free.** They may be the most important elements anyway.

Start with a **news release** sent to every possible outlet: newspapers (dailies, weeklies, free handouts), newsletters, company organs, any vehicle read by others who might attend your gathering. **Also send a .jpeg** to those with the greatest impact on potential participants. (Make sure that your appearance is in keeping with your purpose: tie and coat or business attire if you want businessmen at your meeting, etc. Shoes are a must.)

Then condense your material into radio-TV (any audio) release segments: 24 lines for a 5-second spot; double that for 10 seconds. Write "COMMUNITY ACTIVITY" on top, followed by the copy and your name, address, and phone. No photo here, of course.

What are the chances that this material will be read? Good for newspapers, if it sounds newsworthy; poor for radio; worse for TV or online—but it's free and if it is used you are that much ahead. Any exposure makes others aware, increases your visibility, and helps.

If you use **social media** this way, go to it. Remember that if

you call for action, they need way to respond.

To increase your exposure even more, contact the **area talk show program directors** to see if you could appear on a show some days before your seminar to discuss your topic. Tell him/her why the subject would interest the listeners. (Don't dwell on the seminar if you do appear; mention it once [maybe twice], and refer to it again before the show closes: that's enough.)

**Your best selling tool is you**, so visit every group, organization, gathering or outlet you can to tell those there about your offering. Contact the meeting director and ask for two minutes early in the session. Introduce yourself, your topic, why they would benefit from attending, how to sign up, and leave enough flyers for all in attendance. Ask others interested in your program to tell friends. **Put fliers on bulletin boards**, in places where participants might gather, or at any logical spot where they might attract sign-ups.

**Having a professional looking book that you wrote** about your topic is a huge plus. Include a copy of the cover with every press release or flyer. If the book's title is the same or similar to your seminar title, all the better. It can be self-published, but it must be impressive in appearance. You might also up the program cost and include a free copy. (Or give a free copy to the first 10 or 20 paid registrants, or whatever number you can afford. Sign the book on the inside title page and give it to the person when they arrive.)

**Flyers:** I can't tell you how to make them here. Most of it is common sense, and much of that comes from using what works best on other fliers. Two places can help you with basic how-to information: art supply stores (sometimes office supply too), that sell the tools, and printers, who put the flyer on paper. Tell either what you have in mind, find an example similar among the millions of flyers in the mail and on boards, and let them tell you how to make one similar. A

seminar or even a class about basic graphics and flyermaking should be seriously considered if you will be your own provider of graphics.

Keep in mind: a flyer is a selling tool. It needn't be done in three colors on glossy paper to impress, but it must be clear, neat, errorless, and inviting. Too much copy is worse than too little: white or blank space means class. Stick to simple type, straight-forward messages, don't be too funny, get the "5 W's and H" down—who, what, why, where, when and how—and be sure that the title is what everyone sees first. The viewer will assume that the seminar is like the flyer. Too shoddy and they'll stay away.

**Newspaper advertising?** Probably a waste of your limited funds, unless just about everybody would want to attend, you have money to buy a big splash (1/3 of a page or more) to run about three times, or you can place a key ad in a specific section read only by your people. The major exception is for a specialty newspaper, like one sent to nurses only when your seminar offers BRN credit to nurses.

Likewise, radio and TV are not good vehicles for paid seminar advertising unless the appeal is extremely broad or you can somehow focus your topic and the program-ming of the station on a specific audience: a seminar on how to become a professional umpire needs a spot, if any at all, in the middle of the sports results.

How to get started with newspaper, radio, or TV ads if you think they are for you? Go to the person who sells the ad space, leave your wallet at home (I'm not kidding), and say, "I think that \_\_\_\_\_ would be a good vehicle to advertise my seminar about \_\_\_\_\_. Do you? (Of course.) Then how would I go about setting up the best ad possible to draw the most participants?" Let the person explain, write it down, take the handouts, and go home and think. Don't buy anything that day; don't buy the whole package: try one ad and test. Rewrite it,

if it doesn't draw well, and test again... Compare costs and evaluate possible results. If you decide to go ahead, do everything you can yourself, hiring others to do the rest on a freelance basis and under the condition that they will explain how they did what they did. Soon enough you'll be able to do it all. About 90% of promotion is also common sense and a hard financial eye, plus some creativity. The rest needs tools.

Remember, **you are the best advertising possible**. Your enthusiasm, your drive, your planning, and your clear prose. Put that in action, on paper through friends. Let everybody know, keep a hard eye on expenses, and study everything you see in print or the media to see how others are doing it. By your third seminar you will have it down cold—if you hustle, plan, and economize enough in the beginning to survive (and thrive) until seminar four!

Best wishes,

Gordon Burgett

P.S. For 20+ years I offered more than 2,000 four-hour seminars. From that experience I created a four audio cassette program, with a 26-page workbook, called "[How to Set Up and Market Your Own Seminar](#)." It's now [available](#), if interested.

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**The most important / most profitable reason to self-**

# publish

I enjoy and learn a lot from Bob Bly's frequent missives. (See [www.bly.com](http://www.bly.com)). We sort of walk and work the same side of the street regarding professional writing and publishing, and we both agree on the importance of strategizing first, then following up with processes that work.

So the other day when Bob offered five reasons or situations where self-publishing should seriously be considered, I found myself nodding and uttered an aging "yep" at every point.

Alas, I had an extra "yep" unuttered, so I thought it fair in this blog to add number six to the list. We agree that self-publishing (1) can be a means of getting your words in print, (2) it will let you can control your tome's contents and design, (3) if you can market well, by self-publishing you can sidestep the big-house foot-dragging, (4) when your book is complementary to your greater purpose of displaying your expertise (as, for example, using your book to secure related speaking engagements), or (5) when self-publishing is the best (and perhaps only) way to get your words and ideas past the older, established houses so potential readers and buyers have a chance to see and decide about the merits of your independent offering.

The missing reason—the unuttered "yep"—for me trumps the other five. I think that **self-publishing** and **niche publishing** are potentially the two halves of a **golden egg**.

In fact, they have walked hand in hand long before "open" publishing made it possible for any writer to ignore the major houses and see their work in print. Many did profitably self-publish long ago, like Dickens, Twain, and General Roberts (of *Roberts' Rules of Order*). But when the focus swung from books for general markets (risky indeed) to tightly targeted or niche markets, and pre-testing (usually through direct mail



testing) allowed the publisher to define the specific buyer demand, then self-publishing let the niche publisher create publications with finely honed titles tailored to pin-point targets. It became a potentially risk-free investment since the publisher would then be able to print the number of books needed to satisfy that predetermined need.

We're not in disagreement here since Bob sells solid products about niche publishing and my [Niche Publishing—Publish Profitably Every Time](#) also extols (and explains) the “how's” of niching and pre-testing. I simply wanted to remind my readers that niche publishing continues to be a lucrative path (I think *the* most lucrative) in the grove of self-publishing.

Incidentally, blogs being structured as they are, I probably have 40 or 50 related blogs about “niche publishing” hiding right behind these words for further perusal, if interested. Just type “niche” or “niche publishing” (no quote marks) in the SEARCH box above and Word Press will kindly stack them up for you to read. (Since in my mind niche publishing and **empire building** can be almost synonymous, you are invited to check “empire building” too!)

Best wishes,

Gordon Burgett

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## [A paid speech you can book at every association any year...](#)

I call it **the “state of the art” speech**, but it could have lots of similar names. And if you do it right, the sponsor is very likely to ask (perhaps even beg) you to give it again and

again! (You can even build your own empire around it.)

An example helps here. Let's say there is a Lighthouse Management Association, there are 50,000 lighthouses, and twice as many members who are involved in keeping the light lit and the coal stacked. (You can see what I know about lighthouses, born in suburban Chicago!)

The core of your "state of the art" lighthouse management presentation would **answer these three questions:**

(1) How did lighthouses and their management get to where they are now? That's mostly quick history, some "march of time" visuals, problems along the way, and their solutions. Call this **IN THE PAST.**

(2) It's 2015. How are the managers and lighthouses doing today? Numbers, budgets, the most common or most serious 5 or 10 current problems, plus visuals of several model lighthouses. Maybe a summary of the best and worst job requirements for the chief honchos. A look at salary ranges, lighthouse-related courses in colleges, anything they want to know more about across the country (or is it shore to shore?) This is **RIGHT NOW.**

(3) **IN THE FUTURE** might be at set dates (5, 10, 15, 50 years from 2015), or in the near future and the far future (provide realistic time spans like 2020-30 and after 2030...). Here you focus on changes afoot now, possible need solutions likely implemented in the future, long-range needs decades away and how they might be met... If possible, maybe even some sketched visuals of how lighthouses might look in 50 or 150 years.

**Compiling (1)** is pretty much a history dig, some search tools, lighthouse history accounts and books, a few retellings of relevant "as it was" stories by the pioneers. Humor helps here, as does brevity. (Summarize it in the speech, but you might do full research and write "the" or "a" key book about it in the future. That's another foundational brick in your

empire.)

The association may be your biggest helper in **composing and organizing (2)**. It's always amazing how little most practitioners know about the larger field they serve. (They are busy doing what they do where they are at. To know more is probably why they are at the convention you would address.) Gathering the present-day facts is another blog. Lists are good: lighthouses and managers (or how to find them quickly), money in and out (global to wee beamers), personnel job descriptions, most common local and national problems (financial, political, directional, technical), equipment (present, problems, solutions), and so on. The listeners should know in 20 minutes the current state of the lighthouse art (where they are, why, how they are the same and different—you fill it in.)

**Number (3)**, probably the last 10-15 minutes, **is the testiest** because it's "maybe" stuff and usually anybody's guess. Of course the listeners will wonder if you are just pulling the guesswork out of the air—or their leg. One way to handle that is to say that you contacted 100 scattered lighthouse managers with a questionnaire, plus of course you asked the associationfolk and a dozen recommended "big names" in this field (you actually have to do it!) and here are the 10 trends or innovations or areas of most likely change they saw in the future. List the 10. You might place them on a horizontal "future line" with dates every 5 or 15 or 25 years when they would most likely be started or implemented. Then you discuss all 10, most in some depth (with source links, if available), a few shorter "who really knows but..." comments.

**Why would associations or related sponsors jump at the chance to book this speech or seminar?** Because it's exactly what the members want to know. And in a small part because you are objective and aren't likely to be pumping some company line. (The questionnaire will help you see what they do want to know. Just ask, "What do you really want to know the most

about..." and "How will your lighthouse look in 50 (or 100) years?—or "ideally, how might your lighthouse (or your job) look in 50 (or 100) years?"

**Why would they hire you to speak if you can't tell a lighthouse from a farm house?** Because if you present yourself and the topic right, they need to share that information. It would be easier if you were a 40-year lighthouse manager, or at least a manager, knew lighthouses, were an association soul, were a federal officer dealing with lighthouses, were a futurist and you did "state of the art" speeches (preferably about lighthouse management), taught lighthouse history, and so on. But an experienced speaker with a long interest in lighthouses might be plenty. (Long might be relative. Perhaps long vertically, with book jamming your new passion.)

**Where does the empire fit in for you?** If what you say on speech day is a resounding (or even moderate with clapping) success; it was honest, instructive, and even (heavens) enjoyable; it made huge sense to all listening, and they want a follow-up in two or three years (with more emphasis on (2) and (3), that's a warm roar telling you to write a book in the general lighthouse management area. And from that book you spread out with more books, more speeches (why not a next-year follow-up about technology, management, and lighthouses, another related need the following year, and on the third year, "state of the art" again?) By that time you're an "expert" in your defined ("state of the art in...") area and attendees eagerly fill your hall to hear about themselves again. Emperors or empresses open the door with expertise, then expand it (and add other information dissemination means to sell more of it, like books, a newsletter, blogs, workshops, public speeches (at lighthouses?), videos, and so on...) An excellent way to begin the financial fiefdom is by starting with "a paid speech you can book at every association any year..." (Just pick one you at least really care about!)

Best wishes,

Gordon Burgett

P.S. I'm half done with a how-to "state of the art" book. I will run an occasional blog on this topic too. If you want to know more or know a "state of the art" speaker whom I might interview, send an email ([glburgett@gmail.com](mailto:glburgett@gmail.com)) or get on my free, every-two-month, easy-to-escape [newsletter](#) and I will add you to the "state of the art" elist and tell you when the book has seen light. You'll get a discount too!

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## [Multiply your book's sales by turning your book into 6](#)

Here's how that works.

Let's say that you have written a book that is 240 body-copy pages long, excluding the front matter, table of contents, bio, and index.

Let's also say that before you wrote the book you created an outline. That outline included an intro/explanation chapter, four systems chapters (each including a different concept and example), and a roll-out chapter that took the four concepts and told how they would work with other information dissemination means, either individually or by working together.

**That sounds kind of vague, doesn't it?** Here's an example that might be easier to envision. (I plan my books first, then write.) Its title is **How to Sell 75+ of Your Freelance Writing Almost All of the Time.**

While the book's contents aren't related to this blog, its

Table of Contents below shows **where the six ebooks might come from**. It also shows how all of the book(s)—a major paperback of 240+ pages and six ebooks, each from a chapter or section of that paperback—should multiply your total earning power with only about 50-75% more time spent in the ebooks' preparation, rather than 600% that six books might suggest.

Here's a tentative Table of Contents of my coming book:

## **How to Sell 75+ of Your Freelance Writing Almost All of the Time**

Introduction

1. Why just sell your writing (idea) once? Why not sell it again and again, then once more—and once again...?
2. Magazines and Newspapers: two magic systems with lots of sales in each
3. Books: sell the original in 11 different formats and each of those in six ebooks
4. Niche Publishing: where the gold is hiding in book publishing
5. Topic-spoking: one idea exploded, then filtered through the hungriest buyers
6. The roll-out: once the copy exists, why not make a lot more money from the idea by six other non-print information dissemination means?

It never happens that the 240 pages of your paperback's content are evenly divided into six equal sections of 40 pages each. But my first thought is six books of 40 pages each. (I call these shorties wee ebooks.)

Still, 40 pages to me seems small, and once the six topics are separated from each other and pulled apart, they could easily be expanded into 50 or 60 pages apiece (perhaps by adding an additional example or two in each book). It's your choice. You can make your wee ebooks as long as you want; they are your books and length isn't anti-environmental or anti-anything, as long as the copy and concepts are tight and professional.

You might take the six chapters in my book above, extract each, and massage it into a stand-alone small book. **It can include** the same examples (or different ones) and **almost the same prose as the original book**. Just prune out links, references, and extraneous resources if they aren't about this specific topic. Refer to the big book a couple of times, where appropriate, just as you would other books or support data. Also, include information about the big book and all of the other five wee ebooks on a page or so in or near the resources in the back.

After all, you're publishing this wee ebook in part to direct its readers to good, related information and guidance in your big (or mother) book. So make its existence obvious, but don't overdo it. **The other reasons you are making it available are** that (1) it confines itself to a specific subject offered in an easy-to-use, inexpensive edition, (2) it puts more published books in your featherchest, which can be very important if you wish to display your expertise in the topic and to speak about it, (3) it pays you additional money for your having shared clear, usable information—without huge amounts of energy and for very little additional expense.

How might this multiply your earnings? You will promote the big book, so it will bring in an usual book's expected sales income. You can also promote the other five wee ebooks at the same time (since each book's title must be different or you will drive sellers and buyers nuts), and that will pick up more buyers. The two books will excite different clientele at different buy levels.

Let's say that you will sell your paperback at \$17.95 (also test \$19.95 and \$24.95). And that you will sell each of the six wee ebooks at \$3.99 each (though run it as a special now and then at \$2.99). And, as mentioned, you will also promote the other six books in each of these books. So, for example, if you sell the wee ebook about Magazine and Newspaper selling, its readers may also be interested in another wee

ebook, say about Books. And if they see that they now have a third (two slightly modified chapters) of the big book, they may well then buy the big book too—or recommend it to friends based on the solid content and writing quality of the wee books they have already read.

Another point: consider issuing the wee book as both an ebook and a paperback. Or test just one in both formats to see if there is more interest in having it in one form or the other. (In my field I find that writers usually want print-on-paper books rather than ebooks, so it would indeed be worth my testing both formats.)

And also that you will focus on the social media to promote the wee ebooks as much as the big book, plus of course list all of the books as widely as you can through the “open” publishers.

That’s it.

Best wishes,

Gordon Burgett

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## [4 proven ways to sell 75%+ of your freelance writing](#)

### **MAGAZINES and NEWSPAPERS**

1. Here is the two-item formula for selling nonfiction copy to



**magazines** and **newspapers**: (a) You sell more than 75% of your freelance writing by writing *only* when you have better than a 50% chance of a sale, and (b) You have better than a 50% chance of a sale by either querying your prospective market, and writing *after* you receive a positive reply, or by writing to markets where you can simultaneously submit the same manuscript.

2. You can also increase your sales percentage and income by simultaneously selling **reprints** or **rewrites** of the published material—or **reprints of the rewrites**[[Reprints, Rewrites, Reprints of Rewrites, and Resales](#)].

3. **Fiction** is excluded from this 75% claim in magazines, newspapers, and books. Nonetheless, if points made on these pages seem appropriate to selling your fiction, try them, but know that the selling ratio in fiction is very low.

4. The most important tool for selling to magazines is the **query letter**. [[25 Professional Query and Cover Letters](#)] You do not query to newspapers (except to their magazines); you need **cover letters** to sell to them. If you are selling to big-house book publishers, at least a query letter is required. If you are niche publishing and pre-testing, you will need a sales letter, a small note, and a prepaid response mailer.

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Items in **orange** are explained in far greater detail in blogs from [blog.gordonburgett.com](http://blog.gordonburgett.com). Go to the blog and insert the highlighted word in the search box, upper right, title page. Often the search will bring up many blogs related to the topic or word you seek. For example, if you are looking for more information about “query letter” (a good thing to know about) and you type “query letter” in the box, it will probably bring up a five or ten full blogs, one after the other. Please use all of the information that applies.)

Items in **magenta** are the subject(s) of related products. The

product title is in brackets after the reference. There is more information at [www.gordonburgett.com/order3.htm](http://www.gordonburgett.com/order3.htm).

For more assistance, see [www.gordonburgett.com](http://www.gordonburgett.com) and [glburgett@aol.com](mailto:glburgett@aol.com).

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## NEWSPAPERS

5. Usually the copy (and accompanying photos) sold to newspapers will be about **travel** [[How to Sell 75% of Your Travel Writing](#)], editorial commentary, food, reviews, and (very rarely) **columns**. That's about all newspapers buy from freelancers. Mostly they buy travel.

6. You are more likely to sell to newspapers (particularly in travel) if your piece is **short** (600-1500 words; 1200 words is a good target) rather than long (to about 3000 words). The longer feature articles are usually written by the **section editor**, or one from another publication.

7. You can **simultaneously submit** the same material (copy and photos) to newspapers (unless they tell you no) if they are not "**national**" newspapers—like the *New York Times*, *Washington Post*, *Christian Science Monitor*, and *Newsday*, where you submit to them one at a time—or where the newspapers overlap in prime circulation (usually within 100 miles of each other), where you submit to *only one* newspaper at a time in the **circulation radius**.

8. Study others' in-print newspaper articles in your target selections and write (and punctuate) like the original writers did to get in print. Focus on the **topics** [[Finding Topics That Make Your Articles Indispensable](#)], conciseness, **quotes**, timeliness, length of paragraphs, and the **writing voice** of the articles. The voice means: first person, I; second person,

you; third person, he/she/it. (You mostly write salable copy in third person.)

9. Send your newspaper copy, ready to use, to the respective section editor with a cover note/page that tells the unique features in the copy, its timeliness, your **credits** (in a phrase: "I've sold 600 newspaper travel pieces"—don't lie, say nothing if it's nothing or very modest), any exceptional photos, how to get back to you—email and phone, and that you are marketing simultaneously (no nationals; to you solely within a 100-mile radius). If you are sending to a national newspaper, submit to one at a time (until bought). To national newspapers (or those few that insist), you are selling **first rights** to them only.

10. If you have the respective section editor's newspaper email address, send your submission digitally—the **cover note/page, text, and sample photos** or link to a sample photo page. If you don't, snail mail your submission to that editor, and include an SASE (stamped, self-address envelope). If that editor replies by email, you then have their email address. Remember to write out the full address to the photo links.

11. Assuming your **salable photos** are .jpegs, in your cover note (a) offer to send them if they want to review them, but you can briefly describe one or two extraordinary shot(s) in the note, (b) include a b/w or color page with samples of the best 6 or so with the note, or (c) post the best you have, very best first, on a cloud or website page where they can link and peruse. Let them pluck what they want to use and pay as the piece and art are published.

12. There is no firm **photo submission protocol**, so use the publication's guidelines—or common sense. (Sometimes the guidelines are listed in *Google*—or the editor will tell you if you ask.) Let the editors decide if they will use the shot(s) in b/w or color. With the camera, seek clarity, get bright colors, focus on key items you wrote about. Remember, in

newspapers, particularly for shorter submissions, the text is what they buy. (They might buy photo-first if you have an original shot of Napoleon—or something like that, or older.)

13. Newspapers pay from about \$100-225 for short items, \$200-500 for longer pieces. They pay after the submission is published. For photos, it may range from \$35-150. But some may pay less for the items above and some of the larger newspapers will pay more. You have no bargaining power here but if you sell often to the same newspaper, the editor sometimes increases the pay as your value to them increases.

14. **Do you see how selling simultaneously to newspapers lifts you well above the 75%+ goal?** If you send a sharp article to six cities all distant from each other and four buy it (some with photos), you have sold the article 400%! It's hard to top that sales ratio. What a shame that the articles themselves don't pay much more...

## MAGAZINES

15. Magazines do pay more. You usually know their **pay range** (several hundred to a thousand dollars and up) and the **size articles** they seek because most of the magazines that you will write for are found in the current-year **Writer's Market** (in print or online version). That and a ton more information is explained in **WM**, so you should have that source accessible where you write. Also, if you check *Writer's Digest Magazine* (in the library) it lists new markets every month—and updates current listings.

16. To get on the 75% magazine path find an idea you want to write about, then create a **feasibility study**. Think of the study as two boxes next to each other, both sharing the same idea. In one box you answer, "Is this topic feasible to write

for X magazine?" In box two you answer "Is it feasible to sell an article about this topic?" If it's a "yes" to both, you will write a query letter to the #1 market. (See "[How to Prepare and Market Magazine Articles That Sell.](#)") [[Travel Writer's Guide, ebook edition](#)]

17. There is no need for a feasibility study for newspaper direct submissions because you will know if it's feasible to write because you will, in fact, write it and send the prose to one or many markets simultaneously. And if it sells, that's your answer to the second box.

18. To answer box 1, see if and [where magazine articles appeared in print](#) about your topic. Find copies of those articles and study what they contain. (See "[How to Study a Printed Magazine Article.](#)") [[Travel Writer's Guide, ebook edition](#)] You will likely need updated information, new quotes, or new examples to add to the information already in print. See if you have or can get access to that new information. If nothing has been in print, study the topic and list what readers would want to read about it. This should take several hours, not weeks or years. If you have a strong sense that if you queried an editor about that topic knowing what you can provide that he/she would say "yes, then move on to box 2.

19. "Who would buy an article about this topic?" is the focus of box 2. See the many categories of publications in the **WM** table of contents and list those where your topic might appeal to its readers. Let's say there are six such categories; list all of them. Then go to the listed publications in each category and write down the magazine titles in that category where you think the reader's interest would be greatest. Let's say there are two magazines in each category, so you would end up with 12 possible magazines to query before you write.

20. Because you can only query one magazine at a time from your 12 possible candidates, you must [prioritize](#) the 12. Put the most likely first and the least likely last, and sort the

rest in between. What criteria do you use to prioritize the list?

21. If you want to top a 75% sales plateau, then when the editors of those magazines pay for articles is the most important criterion. So put all of those that “**pay on acceptance**” (this information is in the **WM**) at the top of the list. Paid freelancers only query editors who pay on acceptance since that means if they accept your manuscript, you will be paid right away or within a month (when they churn that month’s checks). The other editors “**pay on publication,**” which means your finished manuscript (and photos) will sit in that editor’s “to use” pile until it fits, and then you will be paid after it sees print, which means another additional 60 days to get your reward. Even worse, those that pay on publication usually pay less, and a rare few forget to pay at all.

22. So once you know when your 12 possible markets pay, list the pay on acceptance publications on top (say six of them), with the remaining six that pay on publication on the bottom. Now ask the second question, “How much do they pay?” The highest payer of the first six candidates goes to the top of the list, the lowest payer is #6. (Don’t worry about the last six on the list right now.)

23. There are two more criteria that could move your target markets up or down. One asks, “What **percent of freelance material** do they buy?” The other, “**How many issues do they publish a year?**” Clearly, you’d rather be considered by an editor that uses 95% freelance copy than, say, 5%. The same with a magazine that comes out weekly rather than annually—it buys 52 times more copy! Resort the top six into their most desirable order—for you.

24. Now you are ready to query. You will write a **full-page letter** asking the editor of the top magazine on your prioritized list if she would be interested in an article

about \_\_\_\_\_. (The query letter will make the topic jump with excitement and the editor jump with hope to get your writing genius on her pages.) If, in truth, the editor says “yes, let me see it,” that’s almost as good as putting the money in your bank because the “go-ahead (and write it)” is given seriously, with the expectation that you will provide ready-to-go copy that fits in the slot saved for you. But if the editor says “no,” however kindly, you will move to #2 on your list, read its write-up in the *WM*, and send its editor a query letter (often adjusted some to meet that new readership’s needs). You keep moving down the top six until you are out of “pay on acceptance” rejecters.

25. Why not just continue down the list of publication editors for this new article? It’s not worth the time for the risk involved. You will sell your reprints (or reprints of rewrites) to the bottom six. That’s what they often, sometimes only, buy. Better yet, you can sell reprints (or second rights) simultaneously as long as you tell the others that yours is a **second rights** sale.

26. A couple more points. Let’s say the first “acceptance” editor wants your article. Have you lost the buying potential of markets 2-6? No, just approach the topic from another slant or create another article idea from that topic, and query about that possible article. In other words, you can **rewrite that first topic** and query letter and start it down the selling ladder to those “pay on acceptance” editors that are still uncontacted. And what if you do that all six times and all six editors buy their own unique articles? Bingo, you just sold the same stretched idea 600%, rather than 75%. (And you’re still not done because each of those six articles can be sold as reprints of the rewrites! Heavens, you may get rich with just five or six different, fecund ideas!

27. But we are getting the cart in front of the horses. All we have done is have a kindly editor say that he/she wants to see our article—**on speculation**, which means, no obligation. So we



still have to write one or many excellent articles that the editor(s) must embrace, buy, and use. Still, a “go-ahead” from most editors means a sale as long as you provide (in the article) what you promised by the date agreed, and perhaps also with the promised photos.

28.. Which means enough late-night oil, **interviews**, **facts** found and verified, **anecdotes** generously inserted—whatever is needed to make the article hum in print. It also means close scrutiny of the target magazine to see what that editor wants on his/her pages before you write. Thus, if this query-led system is followed, **almost all magazine articles suggested and written will be sold** since you will not write them without a prior “go-ahead.” And with the reprint and rewrite fall-back sales, you should be **far ahead of your 75% goal**.

## **BOOKS**

29. It used to be that selling any percent of your freelance writing through book publishing was as likely as having your books come out of a cloud. Guess what? Now it’s simple to publish 100% of your freelance book writing—you can just do it yourself. And it can sit in a cloud to sell once it’s written and prepped. Who knew?

30. Less than a decade back the chances of the Big 8 or 5 or whatever the number was of the big-house publishing firms picking up a random freelance book was like 1:1000. Even with agents or even with a solid writing reputation. Then you sent query letters with attachments.. You may as well have been sending pick-up laundry chits.

31. These days it’s hard to figure any strong case for going first to the big houses (which simply aren’t so big anymore nor are they so appealing). They pay poorly, it can take



months or years for the book to appear, and their bookstore allure has faded as the bookstores themselves have disappeared. It's kind of upside down now. **Freelancers publish the book themselves** [[How to Get Your Book Published in Minutes and Marketed Worldwide in Days](#)] and they earn a fast and decent return. Then if it smells of success the big houses will get in line to pay for the product—and often all the additional products that writer/publisher can create. So why would a freelancer go back to the earlier days when a big-house sale meant a meager royalty, poor sales, payment a couple of times a year, and no control?

32. If we are talking sheer percentages, you write a book that others want to buy; get it **proofread**; hire artwork and covers and some selling postcards; **get the book designed**; print some in-house stock to sell directly; save the final copy in .pdf, and send it to **Create Space** and **LSI** to get it **POD** printed and sold commercially through their giant selling machines, like **Amazon** and **Ingram**. In the meantime, you convert the original text into .epub, modify the covers a bit, and you create an ebook to sell yourself, at **Kindle**, Nook, Kobo, **Smashwords**, and elsewhere. And all the while you worm your way into the social media world to churn up some fan interest.

33. There are two ways to sell 75%+ in the regular book world now. The new open publishing world I described in 29-32. And you can do it the old way too. You sell the book to the big houses or other publishers pretty much the old way: you send queries and packages and proposals, alone or agent-aided, and you don't write the final book until you are contract-protected, then you wait for the book to appear. **That's a 75%+ approach**. Hard to imagine 25% of the publishers wouldn't honor your contract.

34. But here's the problem, even if you freelance and produce one book and you have another produced by an established publisher under contract (which is 75%+ twice), there's no guarantee that any of that will make enough money to keep you

fed, much less famous and prospering. So despite the fact that you bat 100% selling the copy that you create, and you do it many times with paperback and digital versions, all sold by **six different publishers** (plus you), most of the self-published general market books don't make much money. They don't even do much to imprint a perception of your expertise. Stir in platform-building, branding, You-Tube, Facebook, and all the rest and can still be a big disappointment.

## **NICHE (BOOK) PUBLISHING**

### **and EMPIRE-BUILDING**

35. Let me share the **best way to sell 100% of your freelance book writing** and make reliable money **while you simultaneously build an empire** that will feed, clothe, and support you very well for a long time. It can be built around your book or books—or you may not have to write much copy at all. You might use others' expertise and writing, plus your editing, managing, and publishing skills, as the core of his **niche publishing**. [Niche Publishing: Publish Profitably Every Time]

36. It's not the writing or publishing, per se, that distinguish niche publishing. It's the existence of a **niche**, or tightly-linked group of people, that share common needs, interests, and lifestyle. For example, Chicago Cubs fans are a long-suffering niche. So are dentists, Norwegian ancestors in Wisconsin, and meat cutters. The niche often has a vocation, hobby, focus of interest, ethnic bond, social communality (like octogenarians or octogenarians in Tulsa), an ailment or cure (like prostate cancer survivors), or membership (in the Moose or in almost any thing or group.)

37. This might be easier to envision by using an example. To

keep it simple, let's use ultramarathoners, and let's make that nationwide. And let me invent typical components of a niche and ascribe them to the poor sore-legged ultramarathoners (who share in common long-distance running, longer than a marathon, often 50-mile or 100-mile runs). They can be done by either sex and any age, though it's not likely they are teens or under or very rarely 65 or older.

38. What makes niche publishing profitable is that members of the niche and supporters about the niche topic can be easily contacted. Core ultras, let's say, are members of a national association (UOA, Ultramarathoners of America) and smaller associations in, say, 40 states (Minnesota UOA, etc.) The associations have a national convention, 18 have state conferences, and they informally gather at the dozen major races a year. They also have a national newsletter, office holders in the larger units, a **membership address list** (digital and standard direct mail) and a surprisingly large group of ultra aficionados and supporters who sell products and services (like special shoes, attire, diet and health additive programs, insurance, and much more. And as long as I am creating a model group, let's say there are 25,000 members and possibly 2,000 others who sell products and services to ultras, plus many thousands of marathoners who regularly show interest in expanding their own running challenge.

39. To show you what a niche published book might be like in this niched setting, let's say Bob has been an UOA member for 10 years—and, in vocation, he's a life-style nutritionist. Over the years he has created an ideal diet-supplement-training program that has been very enthusiastically used by a dozen of his local group members, plus it has become widely applied by marathoners in his region. Let's just call it the DST for Ultramarathoners (or DSTU).

40. Bob wants to write a book, sell it to ultras and marathoners nationwide (he calls it DSTM for marathoners), and he'd like to expand the book into **classes**, perhaps

podcast/video components, a practice logbook and workshops, speeches, and breakout sessions. He would also like to expand his product base to include distance-running shoes, attire, special caps, and related diet and supplement components.

41. His strategy is to create the book first, and in its distribution (and early promotion) he will quickly expand into making his video/podcast programs and logbooks available. From his niche book he will roll out his empire to include speaking widely once the book is printed and promoted, and from speaking spread into workshops and classes. As he creates his buyer contact base (mostly through free subscriptions to a bi-monthly ultra newsletter) he will promote his product base. His long-range goal is to expand these activities into the DSTM group, for marathoners nationwide (even perhaps worldwide).

42. An aside here. Bob in our example can both be the expert writing the key book that helps practitioners meet important needs or solve frustrations and then build his own empire from the expertise recognition that his book brings him. Or if Bob wants to create his own empire doing the other activities we've mentioned, including publishing the book, he can hire an expert to write the book (that Bob might also edit and distribute) that his new ultramarathoning publishing and product company can grow from. Thus Bob wouldn't really be using his running expertise—freeing any niche publisher to do the same about any topic. In fact, Bob could publish a string of ultra books using as many experts as members of his publishing family. How would the experts earn money? They would receive royalties (often 10% of the net received) plus they would get the speaking fees, and perhaps a special discount on their own books (or all the firm's ultra books) sold back-of-the-room at the programs. A last thought, he could run parallel publishing programs in the ultra and marathoning fields, allowing him to double or multiply his empire-building base while the experts create the core books.

43. But the most appealing element of a niche publishing book is that it can be **pre-tested** (the format, price, contents, author, and **purpose**) on a sample list to guarantee its financial viability before any part of it is written or major production expenses are incurred. [[How to Test Your Niche \(Publishing\) Market First](#)]

44. Bob sees that the size of the ultra market (its contactable members) is 25,000, and that the three other ultra books have cost \$19.95, \$24.95, and \$49. He decides to conduct a direct mail pre-test with 210 Nth-selection addresses from the ultra association mailing list. He figures that the entire pre-test might cost him a maximum of \$700.

45. For the pre-test he needs a clean-looking **one-page information sheet** (with a reduced book cover on it) that includes the book's title, subtitle, table of contents, a small photo to accompany Bob's bio, an fact box (with ISBN, format [cloth bound], and the estimated number of pages and cost), and selling content copy that explains the book's purpose and its benefits to readers/users. He also prepares a **one-third page greeting note** and a **return postcard** with two key questions, each followed by yes or no: would the card receiver be interested in purchasing a book about... and if so, would he pay \$ X for the book. In this case X would be three different prices: 70 packets would have \$19.95 on their info sheet and on its mail-back postcard, 70 would say \$24.95, and 70 would say \$29.95). The postcards would be addressed back either to Bob or (better) the name of his new niche publishing firm (like Ultramarathoning Publishers of America). Bob would also prepare a #10 envelope for each packet, stamp them, and adhere the direct mail address to the outside of the packet.

46. So Bob mails all 210 packets and in 20 days he has almost all of the replies he will receive. By day 20 he has received the following responses from each of the three price levels sent 70 recipients: 13, 10, and 7. So the potential buy income would be, respectively: \$92,768, \$81,196, and \$74,875. (The

calculating example in the 10-buyer case would be  $10/70=14.3\% \times \$24.95 \times 25,000 = \$81,196$ ).

47. The most profitable rate would be \$19.95 which would bring in \$92,768. Thus, if the preparation of the book and the mailing of the full 25,000 packets cost 50% of the gross income (here, \$92,768) this book would result in a profit of \$46,384.

48. It would be a modest empire with a kitty of \$40,000 or so. But remember that Bob intends to expand into classes, videos, logbooks, workshops and speeches, ultra accoutrement, and diet and health additive programs. Plus a **free digital newsletter** to control his customer list and for bi-monthly promotion.

49. But what isn't visible here is a huge market sitting right below the ultras: the U.S. marathon market, where indeed his book might apply as is or rewritten, and the other items should also be salable. How big is the marathon market? There were 541,000 finishers in US marathons in 2013 (despite the terror attack at the Boston Marathon). And the average entry cost is \$75, but trending up to \$100. A determined niche publisher might tooth on the ultramarathoners to test the market and response, then quickly back into the marathon world—and keep both going if there are common themes.

50. That's it. **How you can sell 75%+ of your freelance writing.** At least three systems (or four, depending on how you count them) that will keep you off the no-income paths and close to where money can be earned and multiplied by wordsmithing. All of this stuff works—if you do!

My best wishes,

Gordon Burgett

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# Profits from reprints, rewrites, and reprints of rewrites

As long as you have written a fetching **article** that an editor wants readers to read on his/her pages, why not sell the same blend as **reprints**, then mix the same magical facts, quotes, and anecdotes into a **rewrite** or two with different slants? You could even sell some **reprints of the rewrites** later on!

Lest that sound like a hapless hodgepodge of word play, it's precisely what professional writers have done for decades to squeeze much more honest pay out of ideas, facts, interviews, photos, lists, and historical slants, plus similar retellings elsewhere in the world.

I blush only slightly to admit that my reprints and rewrites kept me and my family alive (and the girls later in college) for many years until books and speaking came to the rescue!

Alas, what baffles writing novices is how it's done, where second-rights markets hide, how reprint-seeking editors are approached, and how copyright toes aren't stepped upon. So I've tried to mentally untie the strings in **30-page wee ebook**, now offered almost instantly by [Kindle](#) or [us](#) for the shameless sum of \$2.99. It's called [Reprints, Rewrites, Reprints of Rewrites, and Resales: Sell What You Write Again and Again \(and Again\)...](#)

Want some quick peeks under the printed sheets?

Think **newspaper** (or **magazine**) travel where almost any site almost anywhere has four or five different slants to be seen

anew, or to be reborn in comparison with four other like places or three different epochs. "Downton Abbey" begs to be slanted a dozen ways (each an article or a spin-off), like fashion, class, downstairs/upstairs, pre- and post WWI... Or the Life of Lords in the 1100s; in the days of Shakespeare; in France, Russia, Sweden, or Spain (or any of them in comparison with Julian Fellowes' currently created TV society and castle)...

Or the **sidebars** accompanying any article above: specifics about how to actually visit any site suggested, the state of health and medicine then or there, the life of children at any point or place, or of women, or the lame, the gifted, the odd. Sidebar shards gathered like caste-offs from unused research, then re-grouped to fill readers' by-product curiosity and questions.

When are **query letters** needed (mostly for full articles), or how **cover notes** cover newspaper simultaneous submissions—see four samples in the ebook—or if/when you send sidebar copy, unannounced, with the expected text—when it's short and you can't bring yourself to throw it away!

When **reprints** are welcome (by "pay on publication" editors) and how their arrival is announced. Can you make changes in the reused copy? When should you? Which **photos** can be sold (any not bought by the original buyer). How many more complications arise when you sell the **reprint of a rewrite**?

And the breadwinners, the shiny new **rewrites**, mostly restructured, words and ideas in new places, a different article sharing many common bricks (and sometimes a few quotations). But how much must they be rewritten? Or whether they are rewrites must be said at all. And those photos again—just remember that those sold are toxic to resell.

A final point, if reprints and rewrites seem akin to journalistic thievery. The best return in writing for money



comes from **niche publishing**, which can be the baronial foundation of empire building, where just one set of words about one need or frustration met can indeed be very rich mortar. Most of that long-life paying mortar comes from reworking and reusing the same words and ideas again and again, the same we are discussing here, but in niching more than the same.

Best wishes unraveling!

Gordon Burgett

P.S. If **“Writing Travel Articles That Sell!”** is the kind of four-hour seminar you might need, and Santa Rosa, CA, is within driving distance, I will be offering the program from 1-5 p.m. on Saturday, February 7. Please check the details [here](#).

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## [How to Respond to a Complaint, Once, Forever...](#)

Yesterday (12/17/14) our blog was titled “How to Gracefully Accept and Pre-Answer a Complaint.” It and today’s follow-up blog are based on Jim Burgett’s [The School Principal’s Toolbook](#). (The same process was shared in Jim’s recent [The Art of School Boarding](#) where the same “what do I do with this complaint?” dilemma faces School Board members.)

In yesterday’s blog Burgett suggested the complaint recipient follow an acronym CALM. Key to the first response was the need to go to the appropriate level of the chain of command. That is where this blog’s acronym, PASS, picks up the procedure.

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Principals usually have **two choices** when they are given a complaint. **They answer it** because it is appropriate to do so, or **they gently hand it back** (throwing the complaint) with a sense of direction and assistance rather than compassion and understanding. If the complaint belongs somewhere else then that is where it must go, with some redirection from you.

If you need to “throw” the complaint, there are also four steps and a helpful word to remember: **PASS**. Pass infers to pass it off, and that is what you will do in many situations.

**PASS means: P-Point; A-Avoid; S-Share; S-Summarize**

**Point:** To “point” means to defer or refer. This is the tricky part. It is where you explain the chain of command to those who pretend not to know there is one. (Who doesn’t know about the relationship between the boss and an employee? It’s similar to the directions given on an airplane—does anyone really need to be told how to fasten their seat belt?) You point the person to where they should go with the question or complaint. Yes, this is where they should have gone first and where they need to go now. Even if they tell you they don’t want to go there, won’t go there, or want to talk directly to the “head honcho,” you gently indicate that policy requires that the person closest to the situation should be contacted first. Only if the problem can’t be resolved do you climb the chain. You also point out that in most cases problems are resolved quickly when the chain of command is followed. If they refuse to follow your guidance, pause for a moment. We will cover that later.

**Avoid:** Avoiding is very important. Avoid any promise of action. Avoid any assurance that you understand the issue. (In almost all cases, you can’t understand when you only hear half of the problem.) And avoid a repeat of this situation by making it clear that the chain is the proper approach. Again,

if they adamantly refuse to follow the chain, hold on for a moment.

**Share:** “Share” means to briefly share your role, your position in the chain of command, and your reliance on the system to function as designed. I would always tell them that if they go through the chain and are still not satisfied then you will certainly be glad to talk to them about ways to handle their concern. In some cases you will send them to the assistant superintendent, or even the superintendent. When you go above your level, you always offer to help them make the contact. You become very helpful, but you do not solve the problems when they aren’t yours to solve. If you send them “down” the chain, and they refuse to go there, you offer to facilitate a meeting with all parties.

**Summarize:** The final S is for “summarize.” I like this part. If done well, it ends the conversation on a win-win. If you have thrown the complaint to someone in the chain of command, and explained the why appropriately, you have done your job well. If you need to discuss the complaint with the person, and you do it calmly and respectfully and with the intention of finding the facts before you offer potential solutions, you will have done your job well.

You aren’t quite done, though, when you have finished PASS. You need to email or call those involved. If you suggested the complainer contact a teacher, the superintendent, or another administrator, you need to report this conversation, even if you think it was resolved or was too minor to be reported.

Your upward chain of command is probably to the superintendent (or principal if you are on the building team) so if you feel they need to be aware of the situation, be sure to email them an FYI as well.

Remember, when dealing with criticism, have a plan. Remain CALM, know the PASS technique, when or where to use it, and

always be fair and respectful. Golda Meir may have said it best, "You cannot shake hands with a clenched fist."

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This 8-point structure explained in the two blogs guides the outsider with questions or difficulties to their resolution. It is professional, positive, and it keeps the complainant and the system's respondents "in the know" as the difficulties are met.

Best wishes,

Gordon Burgett

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